

## FISCAL 2018 RESULTS

### CONSOLIDATED

#### REVENUE

\$1.11B

#### GROSS MARGIN

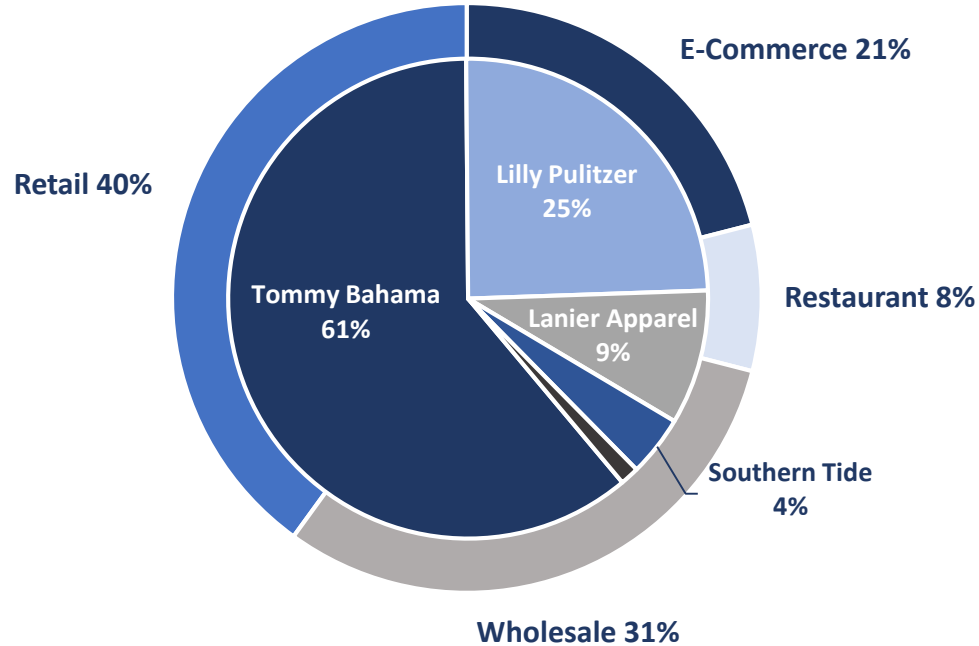
57.5% / 57.7% <sub>ADJ</sub>

#### OPERATING MARGIN

8.2% / 8.9% <sub>ADJ</sub>

#### EPS

\$3.94 / \$4.32 <sub>ADJ</sub>



### OWNED BRANDS

#### REVENUE

\$1.0B

#### DTC

75%

#### COMPARABLE SALES

+4% / +3% <sub>PY</sub>

#### DEPARTMENT STORES

≈10%

## FISCAL 2019 OUTLOOK

AS ANNOUNCED ON DECEMBER 11, 2019

### CONSOLIDATED

#### REVENUE

\$1.125B - \$1.135B

#### EPS

\$4.15 - \$4.30

#### EPS (ADJUSTED)

\$4.25 - \$4.40

# Oxford



*“an island-inspired lifestyle brand that defines relaxed, sophisticated style”*

48% RETAIL

**\$675M** REVENUE

128 FULL-PRICE LOCATIONS

\$610 SALES PER SQ FT

60% IN PREMIUM, OFF-MALL SHOPPING LOCATIONS  
RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

17 LOCATIONS WITH FOOD AND BEVERAGE  
OPENING ADDITIONAL MARLIN BAR LOCATIONS

18% E-COMMERCE

FASTEST GROWING CHANNEL  
PROFITABLE

21% WHOLESALE

13% DEPARTMENT STORES





# Oxford

Lilly Pulitzer®

*“authentic resort-wear born in Palm Beach, ignited by the spontaneous bohemian spirit of Lilly Pulitzer”*

42% RETAIL

\$272M REVENUE

63 FULL-PRICE LOCATIONS  
\$725 SALES PER SQ FT

2/3 IN PREMIUM, OFF-MALL SHOPPING LOCATIONS  
RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

36% E-COMMERCE  
FASTEST GROWING CHANNEL  
PROFITABLE

22% WHOLESALE  
4% DEPARTMENT STORES  
48 SIGNATURE STORES



# Oxford



*"a coastal lifestyle apparel brand that embodies a Southern state of mind and an adventurous spirit"*

**\$45M** REVENUE

**FIRST** RETAIL STORE OPENED NOVEMBER 2019

JACKSONVILLE, FL

ADDITIONAL STORE OPENINGS PLANNED FOR 2020

**18%** E-COMMERCE

FASTEST GROWING CHANNEL  
PROFITABLE

**15%** WOMENS

**82%** WHOLESALE

16% DEPARTMENT STORES  
13 SIGNATURE STORES





## STRONG CASH FLOW

FISCAL 2018

## CASH FLOW FROM OPERATIONS

\$96M

## FREE CASH FLOW

\$59M

## DIVIDENDS PAID

\$23M

## CAPITAL STRUCTURE

AT NOVEMBER 2, 2019

## CASH

\$22M

## REVOLVING CREDIT FACILITY

\$325M

## BORROWINGS

\$0M

## CAPITAL PRIORITIES

## CAP EX FISCAL 2019

IT INITIATIVES, RETAIL STORES, MARLIN BARS

≈\$40M

## QUARTERLY DIVIDEND

\$0.37 PER SHARE

## CAREFULLY VETTED ACQUISITIONS

This infographic was prepared as of December 11, 2019, and any subsequent distribution, dissemination or reproduction of this infographic or any of its content is not an affirmation or restatement of any forward-looking statements contained herein.

**Forward-Looking Statements** This infographic includes statements that constitute forward-looking statements, such as guidance and outlook statements. Such statements are subject to a number of risks, uncertainties and assumptions which could cause actual results to differ materially from those anticipated or projected, including, without limitation, those identified under Part I, Item 1A. contained in our Annual Report on Form 10-K for the period ended February 2, 2019 under the heading "Risk Factors," those described from time to time in our future reports filed with the SEC and those identified in our press release dated December 11, 2019 under the caption, "Safe Harbor", all of which are available under the Investor Relations tab of our website at oxfordinc.com. Those risks may not be the only risks which may impact our forward-looking statements. We disclaim any intention, obligation or duty to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

**Non-GAAP Measures** This infographic contains certain non-GAAP financial metrics, such as adjusted gross margin, adjusted operating margin, adjusted earnings per share, or EPS, and free cash flow, which are intended to supplement our consolidated financial results presented in accordance with GAAP. We use these adjusted financial measures in making financial, operational and planning decisions to evaluate our ongoing performance and in discussions with investment and other financial institutions, our board of directors and others. Reconciliations of these adjusted measures to the most directly comparable GAAP financial measures are presented in tables included at the end of our press releases dated December 11, 2019 and March 28, 2019.

**Comparable Sales** Our disclosures about comparable sales includes sales from full-price retail stores and e-commerce sites, excluding sales associated with e-commerce flash clearance sales.